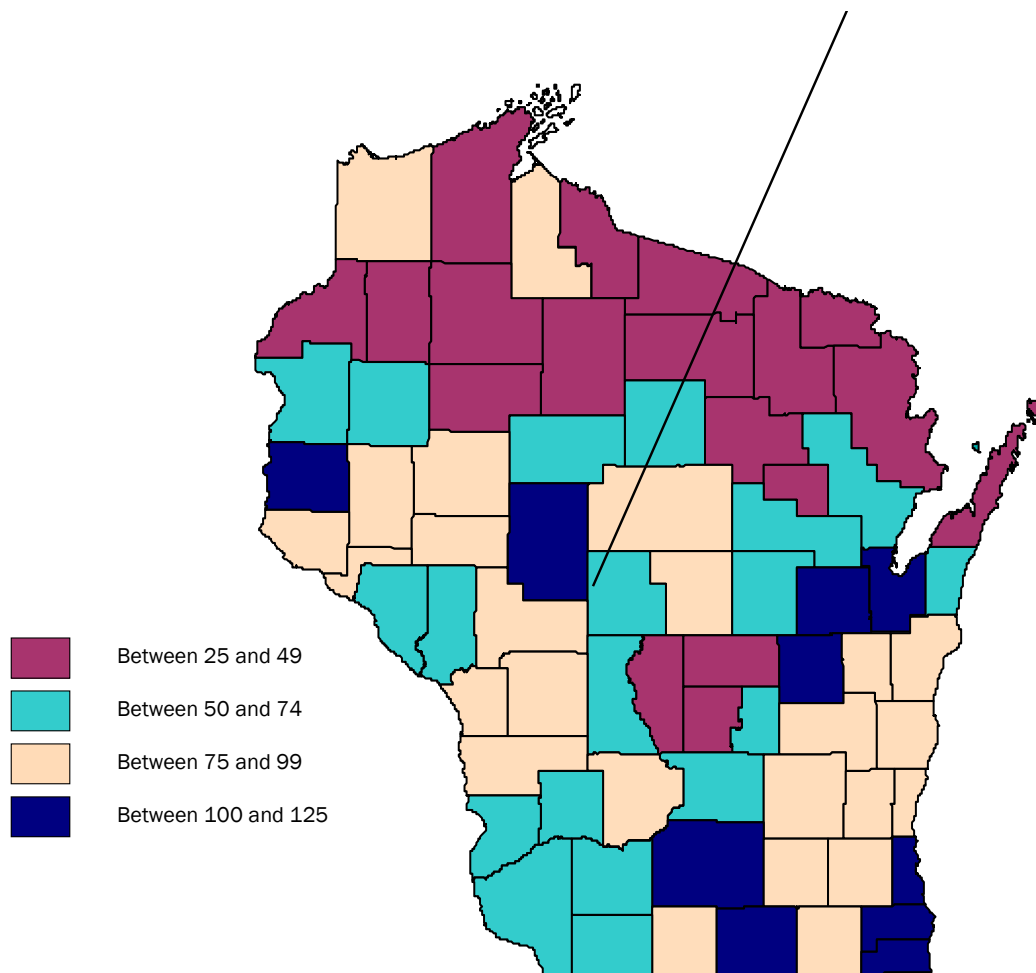


# Wood County Workforce Profile



The number of residents aged 25-29 years for every  
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



## County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Wood County added roughly 680 people or 0.9 percent to its population between the April 2000 Census and the January 2004 population estimates. Together, Grand Rapids, Marshfield, Richfield and Saratoga

### Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
<b>United States</b>	281,421,906	292,287,454	10,865,548	3.9%
<b>Wisconsin</b>	5,363,704	5,532,000	168,296	3.1%
<b>Wood County</b>	75,555	76,235	680	0.9%
<b>Largest Municipalities</b>				
Marshfield, City*	18,383	18,528	145	0.8%
Wisconsin Rapids, City	18,435	18,410	-25	-0.1%
Grand Rapids, Town	7,801	7,960	159	2.0%
Saratoga, Town	5,383	5,457	74	1.4%
Nekoosa, City	2,590	2,593	3	0.1%
Port Edwards, Village	1,944	1,915	-29	-1.5%
Richfield, Town	1,523	1,613	90	5.9%
Lincoln, Town	1,554	1,590	36	2.3%
Port Edwards, Town	1,446	1,477	31	2.1%
Seneca, Town	1,202	1,163	-39	-3.2%

\*Wood County portion only

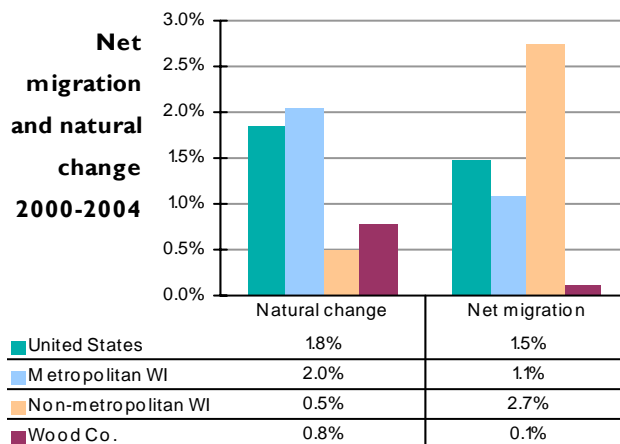
Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

account for 44 percent of the county's population and 69 percent of its population growth.

The character of the county's population growth merits further examination. The county experienced nearly as many deaths as births, yielding a low rate of natural increase. The net migration (excess of people moving in over people moving out) was virtually nil, quite unlike non-metropolitan Wisconsin's trend of net migration far exceeding natural change. By 2030, Wisconsin demographers project that Wood County's deaths will exceed its births and people moving out of the county will exceed people moving in to the county.

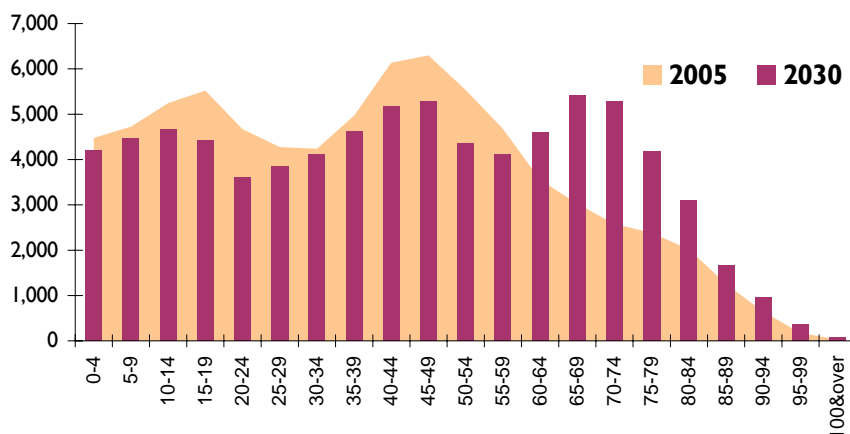
The graph to the right contrasts the age demographics of 2005 (the lighter area) with the age demographics projected for 2030 (the darker bars). Every

age group containing people younger than 55 is projected to be smaller in 2030 than in 2005. The 55-and-over age group will grow from 20,335 people (27% of total population) to 29,769 people (38% of total population). The overall population will grow less than 3 percent while the 55-and-over population grows nearly 47 percent. In the year 2005, Wood County will have 120 residents aged 25 to 29 for every 100 residents aged 60 to 64; by 2030 that number will fall to 80. In 2005, projections suggest that 15,490 county residents will be aged 5 to 19 (approximately school ages). By 2030, this number will fall by 13 percent to 13,548. Together these trends could generate pressure to change funding or spending for social services or education. Such changes can affect the number of qualified workers.



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

### Population by Age Groups in Wood County



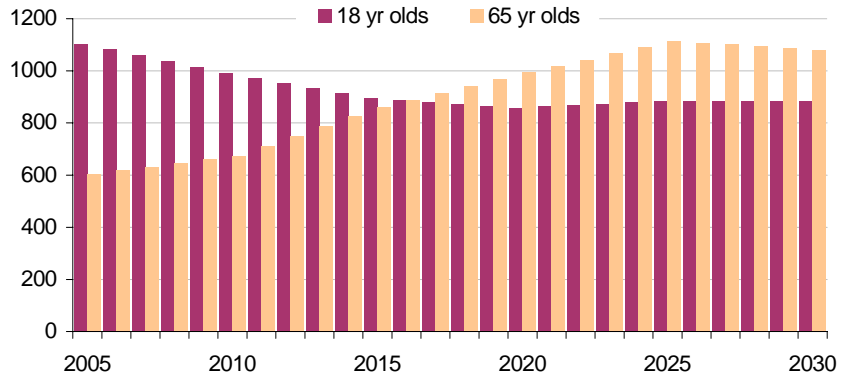
Source: WI Dept. of Administration, Demographic Services

## Future Population and Labor Supply

The graph to the right asks how many people will turn 18 each year and how many people will turn 65 each year. Some workers will start their careers later than the age of 18 and some will leave the labor market before reaching 65, but these can be rough proxies for people entering the labor market and people leaving the labor market. Between 2005 and 2030, the number of residents turning 18 each year falls slightly from roughly 1,104 to 885; meanwhile the number of residents turning 65 each year grows from 605 to 1,081. This has serious implications for any establishment whose customer base or employee pool includes significant numbers of baby boomers.

The baby boom (1946 to 1964) was dominated by white, non-Hispanic children. Subsequent increases in national birth rates relied heavily on Hispanic and non-white parents. The graph below shows that even compared to homogeneous Wisconsin, Wood County lacks the robust diversity that can help drive labor force growth. For reasons beyond the scope of this profile, the labor force participation rate (the frequency with which people work and look for work) tends to be higher among Hispanic and non-white populations than it is among white non-Hispanic populations.

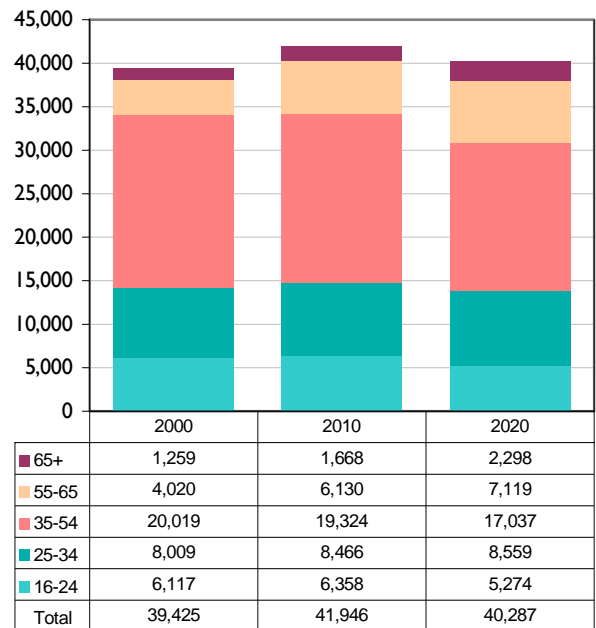
**Convergence of 18 & 65 year old population in Wood County**



Source: WI Dept. of Administration, Demographic Services

Below, the Labor Force Projections by Age graph is based on current participation in Wood County with adjustments in each age group based on national projections. The county's older cohorts are more white and non-Hispanic, so their participation rates may be below national levels. From 1990 to 2000, the labor force grew about 8 percent. Between 2000 and 2010, it will grow 6 percent. In the following decade (2010 to 2020) it will shrink about 4 percent. Even changes milder than predicted could constrain job growth.

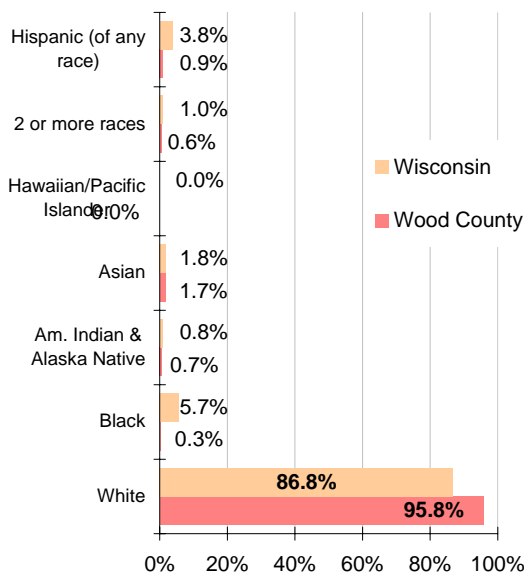
**Wood County Labor Force Projections by Age**



Decade change	8.3%	6.4%	-4.0%
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Source: DWD, Office of Economic Advisors, August 2004

**Race and ethnic distribution**

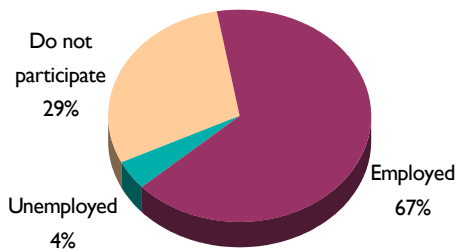


Source: U.S. Census Population Characteristics Estimates, 2002

## Current Labor Force

The participation rate is the share of the population that is at least 16 years old and employed or unemployed. In 2003, the national participation rate was 66.3 percent and Wisconsin's was 72.9 percent. In Wood County, the participation rate of 71 percent indicates that 29 percent of the population 16 years or older did not participate in the labor force by working

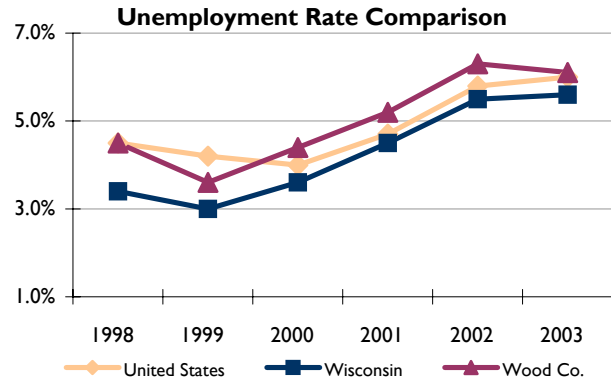
**Labor force participation in Wood County**



Source: DWD, Office of Economic Advisors, July 2004

or seeking work. The group that does not participate usually includes students and retirees. In Wood County, retirees are probably the most prominent segment of this group and analysis on pages 1-2 suggests that retirees will become more a prominent cohort in years to come.

The unemployment rate graph below shows that Wood County's rates generally followed Wisconsin's trends. The county saw more encouraging rates in the second half of 2003 than it had seen in the first half of 2003, while 2004 has been uneven.



**Wood County Civilian Labor Force Data**

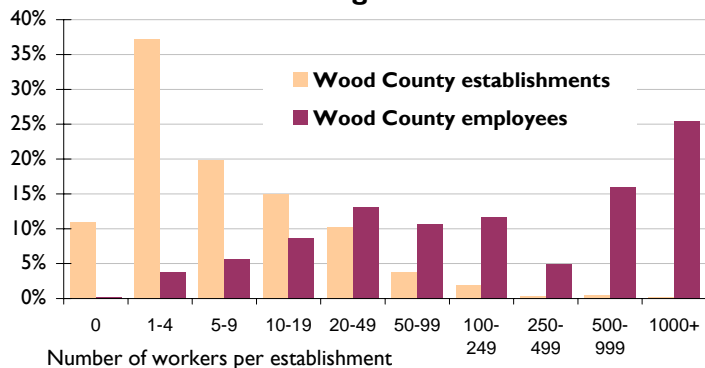
	1998	1999	2000	2001	2002	2003
Labor Force	40,220	39,026	40,361	41,027	40,702	41,625
Employed	38,411	37,614	38,578	38,878	38,126	39,072
Unemployed	1,809	1,412	1,783	2,149	2,576	2,553
Unemployment Rate	4.5%	3.6%	4.4%	5.2%	6.3%	6.1%

Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

## Establishments by Size

Roughly 1,898 establishments reported operations in Wood County and 1,368 of them reported 19 or fewer employees. The lighter set of bars in the graph to the right shows that the size classes of 1-4 employees, 5-9 employees and 10-19 employees together account for 71 percent of the reporting establishments. Meanwhile, 17 percent of establishments belong in the next six size classes. This contrasts sharply with the darker set of bars, which shows that 18 percent of the jobs were attributable to establishments with fewer than 20 employees and 40 percent of jobs were attributable to establishments with 20 to 499 employees. Also striking are the size classes 500-999 (16% of jobs) and 1000+ (25% of jobs.)

**Share of establishments & employers in size range in 2003**



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

## Industries & employers by size

Listed in the table at the top of the page, Wood County's ten largest industry groups provide roughly 60 percent of the total employment in the county. Increasingly efficient equipment can be good for paper manufacturers in the long run, but it can also create short-term gluts in excess capacity that hurt the industry's employment levels and can force consolidation.

Listed in the table in the middle of the page, Wood County's 10 largest employers account for about 56 percent of the jobs in the county. As the population in prime tax-paying years becomes a smaller share of the population, reliance on public funding (including Medicare or Social Security) could limit employment growth for some establishments.

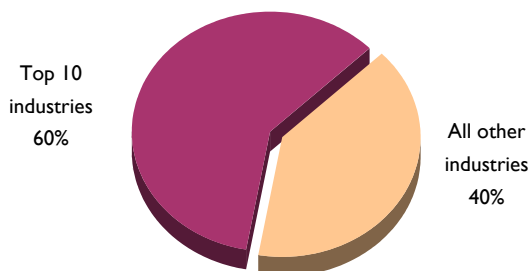
### Top 10 Industries in Wood County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Ambulatory health care services	suppressed	suppressed	not avail.	not avail.
Paper manufacturing	5	3,153	-552	-1,922
Hospitals	suppressed	suppressed	not avail.	not avail.
Educational services	15	2,610	-37	133
Truck transportation	63	2,546	-31	139
Food services & drinking places	146	2,072	-3	-172
General merchandise stores	15	1,597	16	358
Wood product manufacturing	12	1,515	-62	-176
Executive, legislative, & gen government	33	1,406	-34	65
Nursing & residential care facilities	24	973	21	229

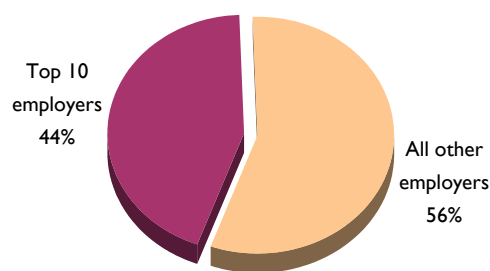
### Top 10 Employers in Wood County

Establishment	Product or Service	Size (Dec. 2003)
Marshfield Clinic	HMO medical centers	Over 999 employees
Stora Enso North America Corp.	Paper, except newsprint, mills	Over 999 employees
St. Joseph's Hospital of Marshfield	General medical and surgical hospitals	Over 999 employees
Roehl Transport Inc.	General freight trucking, long-distance TL	Over 999 employees
Figi's Mail Order Gifts, Inc.	Mail-order houses	Over 999 employees
Domtar A W Corp.	Paper, except newsprint, mills	Over 999 employees
Wisconsin Rapids Public School	Elementary and secondary schools	500-999 employees
County of Wood	Executive and legislative offices, combined	500-999 employees
Wal-Mart Associates Inc.	Warehouse clubs and supercenters	500-999 employees
Riverview Hosp. Assn	Hospital, nursing care, clinic & senior apts.	500-999 employees

Share of jobs in top 10 industries in Wood County

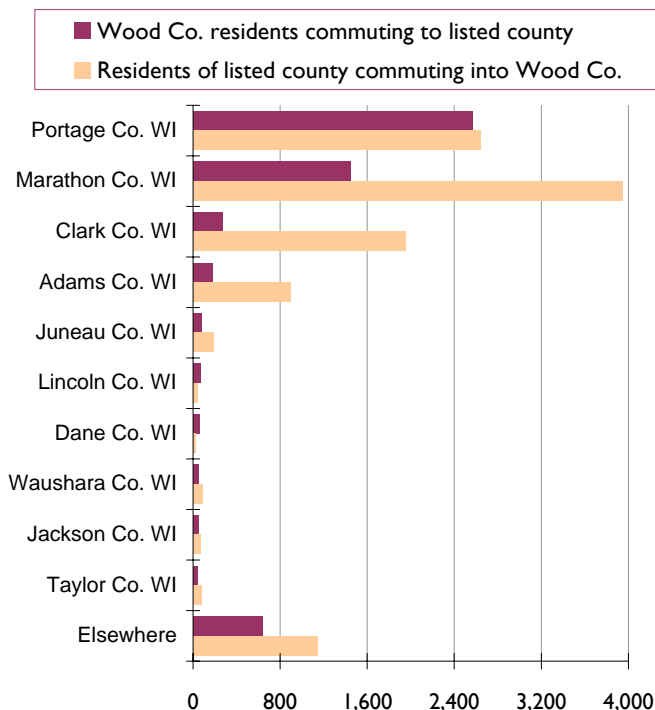


Share of Wood County jobs with top 10 employers



## Commuting

The 2000 Census reported that approximately 5,476 Wood County residents worked outside the county (about 15 percent of working residents). At the same time, roughly 11,072 workers from other counties commuted in (filling about 26 percent of jobs located in the county). Crossing a county line does not necessarily mean a longer commute than finding a job in the county, especially in the case of Marshfield, which straddles a border. Roughly 71 percent of Wood County's working residents traveled less than 20 minutes for work. Workers are drawn to Portage County because of its high concentration of financial activities jobs (particularly insurance) and to Marathon County's concentration of economic activity. To an even greater extent, workers are drawn into Wood County, in large measure by high wages and job concentration in health care and spillover effects. (The information sector, for example, is higher than most non-metropolitan counties.) The Census estimates that 85 percent of the Marathon County residents commuting to Wood County went to the Wood County portion of Marshfield.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

## Key occupations & wages

The table to the right lists some of the occupations with the greatest estimated employment in the Wood County area. The range bracketed by the 25<sup>th</sup> percentile wage and the 75<sup>th</sup> percentile wage might be called a typical wage range because a quarter of the occupation's workers earn less, a quarter earn more and about half earn a wage somewhere in the range.

Those occupations requiring less training and education tend to see lower wages and narrower wage ranges (e.g. cashiers and waiters/waitresses). These factors contribute to turnover. Many of the well-paid technical and professional positions tend to congregate around metropolitan areas and strong economic hubs such as health research and treatment clusters, so the mix in Wood County may be somewhat different than elsewhere in the area.

Occupation title	Hourly Wages			
	Mean	25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Nursing aides, orderlies, & attendants	\$9.95	\$8.60	\$9.60	\$11.35
Retail salespersons	\$9.99	\$6.75	\$8.04	\$10.42
Cashiers	\$7.37	\$6.19	\$6.96	\$8.24
Laborers & freight, stock, & material movers, hand	\$10.52	\$7.91	\$9.73	\$12.25
Registered nurses	\$25.12	\$20.16	\$23.48	\$27.92
Comb. food prep. & serving workers (fast food)	\$7.18	\$6.05	\$6.97	\$8.20
Customer service representatives	\$12.01	\$9.21	\$11.46	\$14.03
Waiters & waitresses	\$6.08	\$5.71	\$6.13	\$6.55
Bookkeeping, accounting, & auditing clerks	\$11.64	\$9.59	\$11.06	\$13.52
Janitors & cleaners, except maids & hskpg. cleaners	\$9.76	\$7.50	\$8.84	\$11.69
Maintenance & repair workers, general	\$15.57	\$11.89	\$15.68	\$19.15
Licensed practical & licensed voc. nurses	\$15.07	\$13.35	\$14.94	\$16.82
Stock clerks & order fillers	\$9.08	\$7.05	\$8.54	\$10.63
Secretaries, except legal, medical, & executive	\$10.94	\$8.65	\$11.06	\$12.95
Elem. school teachers, except special ed.	-	-	-	-
Office clerks, general	\$10.24	\$7.84	\$9.94	\$12.50
Teacher assistants	-	-	-	-
General & operations managers	\$34.23	\$18.60	\$27.89	\$42.90
Order clerks	\$9.46	\$7.21	\$9.40	\$10.95
Carpenters	\$14.94	\$12.88	\$14.57	\$16.38

Wood County is part of an area which includes Marinette, Portage and Wood counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

## Employment and Wages

Overall, Wood County establishments reported paying six percent more than Wisconsin's all-industries average wage. The table to the right shows that the manufacturing sector's average annual wage was higher than any other sector's. The table below shows that manufacturing also lost more jobs in 2003 than any other sector. Accounting for 17 percent of the jobs in Wood County and nearly 22 percent of the total payroll, manufacturing remains a key sector, despite recent years' difficulties. The average annual wage in trade, transportation, and utilities (\$26,447) masks significant differences in its constituent segments: utilities (\$50,338), wholesale trade (\$37,052), transportation and warehousing (\$33,965) and retail trade (\$19,219). The retail trade segment constitutes 55 percent of the jobs in this sector and 40 percent of the wages. Compared to other sectors, Wood County's education and health sector provided more jobs (14,272), added more jobs during 2003 (475) and contributed more to payroll

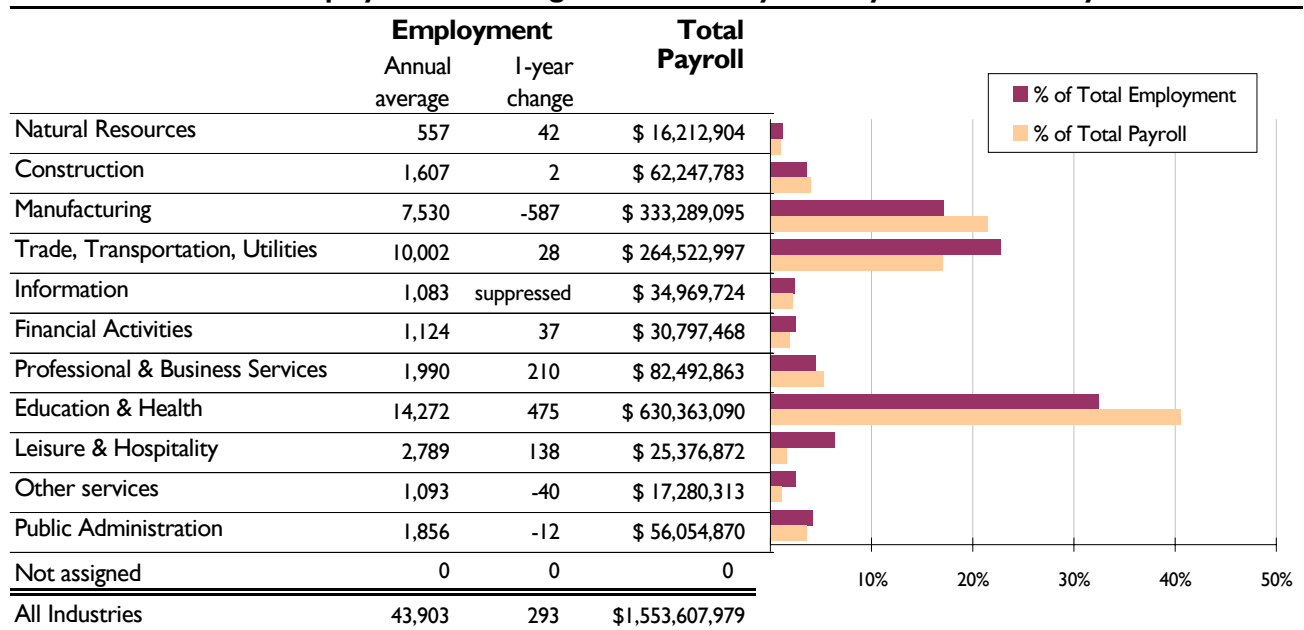
### Average Annual Wage by Industry Division in 2003

	Average Annual Wage Wisconsin	Average Annual Wage Wood County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 35,387	105.9%	3.3%
Natural resources	\$ 25,723	\$ 29,108	113.2%	2.9%
Construction	\$ 40,228	\$ 38,735	96.3%	-1.8%
Manufacturing	\$ 42,013	\$ 44,262	105.4%	2.5%
Trade, Transportation, Utilities	\$ 28,896	\$ 26,447	91.5%	4.0%
Information	\$ 39,175	\$ 32,290	82.4%	Not avail.
Financial activities	\$ 42,946	\$ 27,400	63.8%	3.8%
Professional & Business Services	\$ 38,076	\$ 41,454	108.9%	8.5%
Education & Health	\$ 35,045	\$ 44,168	126.0%	3.8%
Leisure & Hospitality	\$ 12,002	\$ 9,099	75.8%	-0.5%
Other services	\$ 19,710	\$ 15,810	80.2%	2.2%
Public Administration	\$ 35,689	\$ 30,202	84.6%	5.4%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

(\$630 million). The health care and social assistance segment of this sector has a higher annual wage (\$45,595) than the educational services segment (\$36,768) as well as five times the employment (in 2003) and six times the employment growth from 1998 to 2003. Demographic analysis on pages 1-2 suggests that the demand for health care and social assistance segment may grow faster in the near to medium term than demand for educational services.

### 2003 Employment and Wage Distribution by Industry in Wood County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

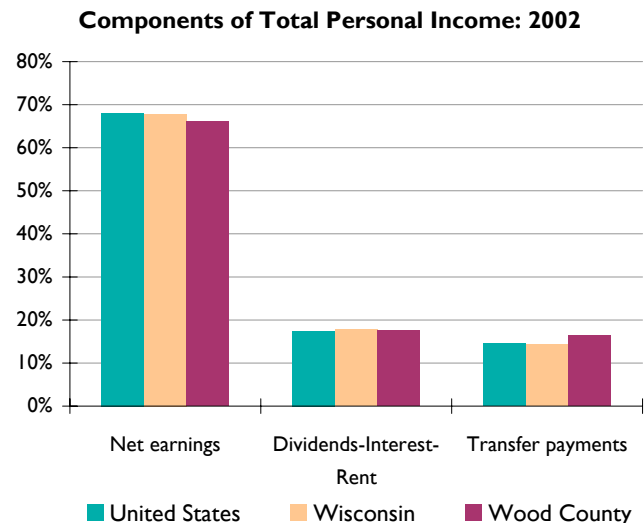
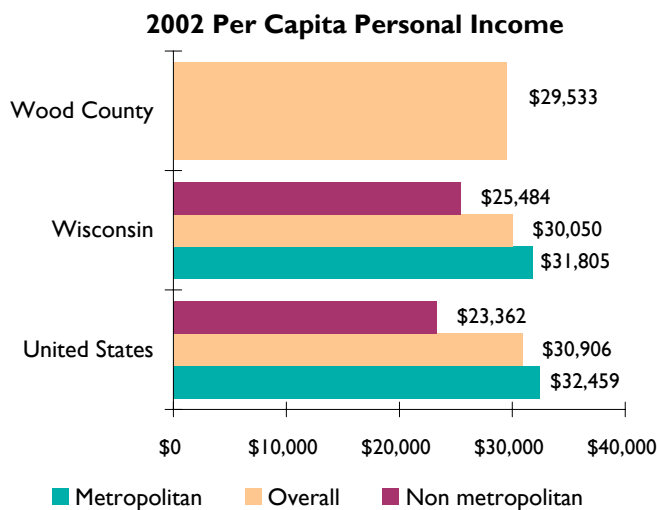
## Per Capita Personal Income

In 2002, Wood County's per capita personal income (\$29,533) remained above non-metropolitan Wisconsin's PCPI (\$25,484) and the national non-metropolitan PCPI (\$23,362). Between 1997 and 2002, Wood County's PCPI growth (21.8%) nearly matched Wisconsin's (22.6%) and the nation's (22.0%). Wood County's PCPI has been 14 percent to 19 percent above non-metropolitan Wisconsin's for much of the last 20 years. In 2001, Wisconsin's PCPI growth fell behind inflation, as did the nation's PCPI growth.

Growth in PCPI relates to demographic shifts discussed on pages 1-2. As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments are not likely to grow as fast as net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Wood County	\$24,252	\$25,833	\$26,401	\$27,627	\$28,241	\$29,533	4.6%	21.8%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Wood County	\$27,183	\$28,511	\$28,508	\$28,862	\$28,688	\$29,533	2.9%	8.6%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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**Metropolitan Statistical Area (MSA)** - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

**Non-metropolitan county** - Any county that is not a member of a metropolitan statistical area.

**Net Migration** - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

**Natural Change** - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

**Employed** - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

**Unemployed** - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

**Labor Force** - The sum of the employed and unemployed, whom are at least 16 years of age and older.

**Unemployment Rate** - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

**Labor Force Participation Rate (LFPR)** - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

**Suppressed** - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

**Total Personal Income** - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

**Per Capita Personal Income (PCPI)** - Total personal income divided by the total population.

**Current Dollars** - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

**CPI-U** - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.